



April 25, 2014

To: Executive Board

Subject: **Transit Store Quarterly Report**

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### **Recommendation**

Receive and file the Transit Store Quarterly Report.

### **Analysis**

**Pass Sales** (Attachments A & B): Sales for the third quarter of FY 2014 totaled \$1.4 million. This represents a decrease of approximately seven percent from the \$1.5 million in sales received during the third quarter of FY 2013. When comparing total sales by product type, there was a six percent decrease in Foothill Transit pass sales. While sales of 31-day Foothill Transit adult passes for Commuter Express and local lines have increased since last year (one percent and seven percent respectively), sales of Silver Streak and student passes have decreased (16 and 19 percent). Attachment A provides a graphic representation of the three-month sales figures by store. Attachment B provides a graphic representation of the three-month sales figures by product type. Sales by Transit Store are also summarized in the table below.

| <b>Sales by Transit Store</b> |                     |                      |                   |                          |
|-------------------------------|---------------------|----------------------|-------------------|--------------------------|
| <b>Location</b>               | <b>January 2014</b> | <b>February 2014</b> | <b>March 2014</b> | <b>3rd quarter total</b> |
| El Monte                      | \$116,725           | \$113,691            | \$112,236         | \$342,652                |
| Pomona                        | \$97,983            | \$100,361            | \$97,756          | \$296,100                |
| Puente Hills                  | \$97,447            | \$106,071            | \$95,839          | \$299,356                |
| West Covina                   | \$73,213            | \$73,330             | \$80,919          | \$227,461                |
| Claremont                     | \$46,494            | \$50,011             | \$45,005          | \$141,510                |
| Online Sales                  | \$27,061            | \$26,548             | \$25,048          | \$78,657                 |
| <b>Total</b>                  | <b>\$458,923</b>    | <b>\$470,012</b>     | <b>\$456,803</b>  | <b>\$1,385,736</b>       |

**Phone Activity** (Attachments C & D): During the third quarter of FY 2014 a total of 70,542 phone calls came through the toll-free customer service line. Customer Service Representatives (CSRs) answered 94 percent of incoming phone calls with an average time to answer of 22 seconds. The average handling time of a call was one minute and 32 seconds. In March, the call center received 25,786 calls, the highest call volume for the quarter, with an average time to answer of 18 seconds. The percentage of calls answered in March was also 94 percent, an increase of approximately two percent when compared to the same period in FY 2013 (92 percent). This improvement may be attributed to the



recent focus that Veolia, the Transit *Store* contractor, has placed on call center management, as well as the installation of a new phone system.

In February 2014, Foothill Transit replaced the aging Mitel phone system due to continued service issues. These issues included agents being unable to log in to the system, incoming calls failing to ring, or individual phone sets ringing continuously when no customer was on the line. These malfunctions made it difficult for the CSRs to answer the phones in an efficient and timely manner. Final programming and testing of the new phone system was completed in late February. During this process, the contractor made several hundred test calls, which may have had a small effect on the February phone statistics. The CSRs have reported significantly improved call quality and reliability with the new system.

| Customer call handling |                     |                |                |  |                       |
|------------------------|---------------------|----------------|----------------|--|-----------------------|
| Month                  | % of calls answered | Calls received | Calls answered | Average hold time (average time to answer) | Average handling time |
| January 2014           | 97%                 | 22,432         | 21,594         | 0:22                                       | 1:27                  |
| February 2014          | 91%                 | 22,324         | 20,350         | 0:27                                       | 1:32                  |
| March 2014             | 94%                 | 25,786         | 24,339         | 0:18                                       | 1:38                  |
| <b>Total</b>           | <b>94%</b>          | <b>70,542</b>  | <b>66,283</b>  | <b>0:22</b>                                | <b>1:32</b>           |

**Walk-in Traffic** (Attachment E): Walk-in traffic recorded for all stores this quarter totaled 119,891 entries. This is a decrease of approximately twelve percent when compared to the same period in FY 2013 (135,593 entries). The decrease in walk-in traffic when compared to the same period last year is primarily due to the temporary relocation of the Puente Hills Transit *Store* to another storefront inside the same shopping center. Between February and March, the automated people counter was not yet fully installed. The West Covina and Pomona stores also experienced intermittent issues with the automated people counters. We anticipate that adjustments to the devices will result in a more accurate accounting of the walk-in traffic at each store.

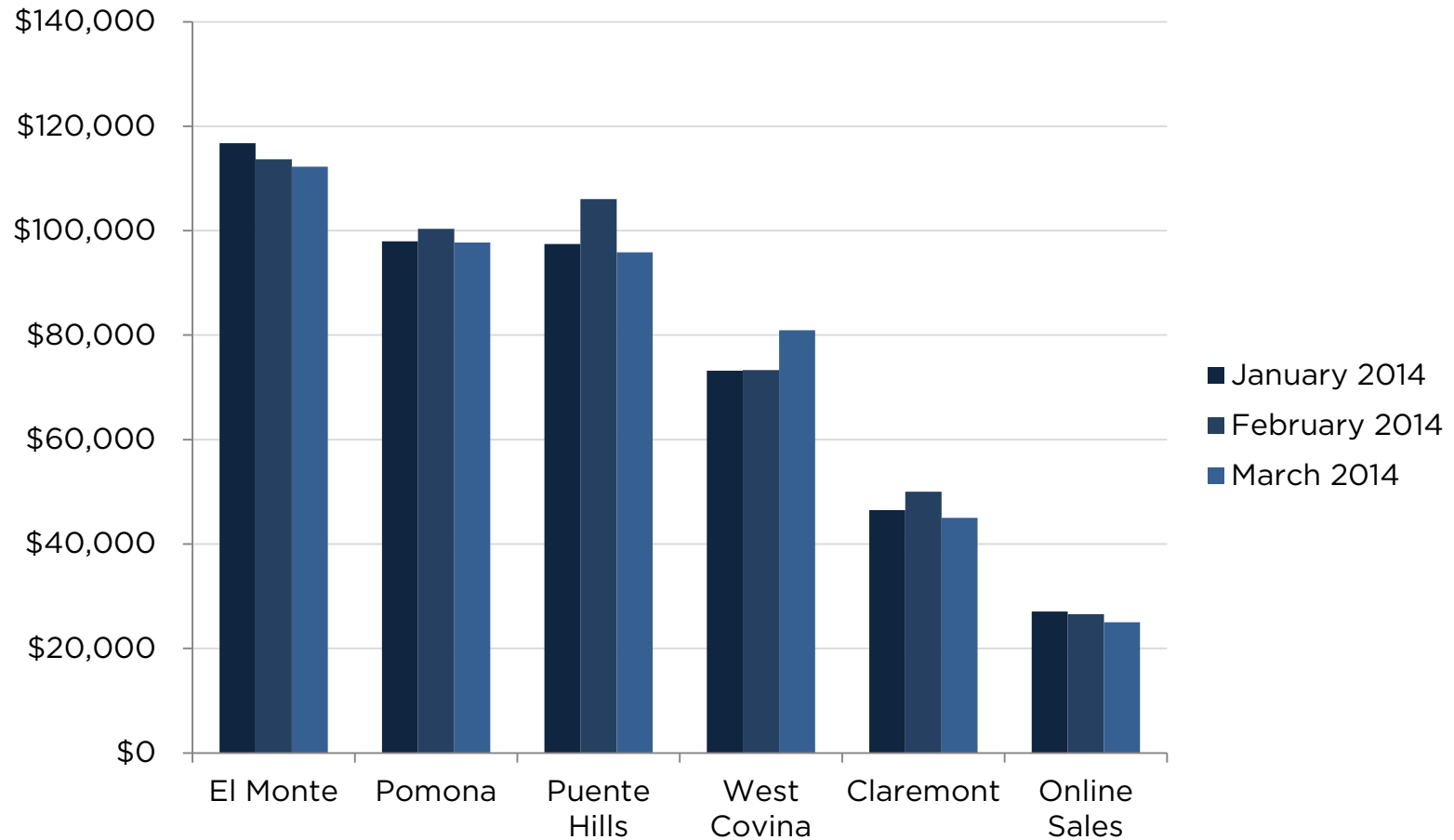
Sincerely,

LaShawn King Gillespie  
Director of Customer Service & Operations

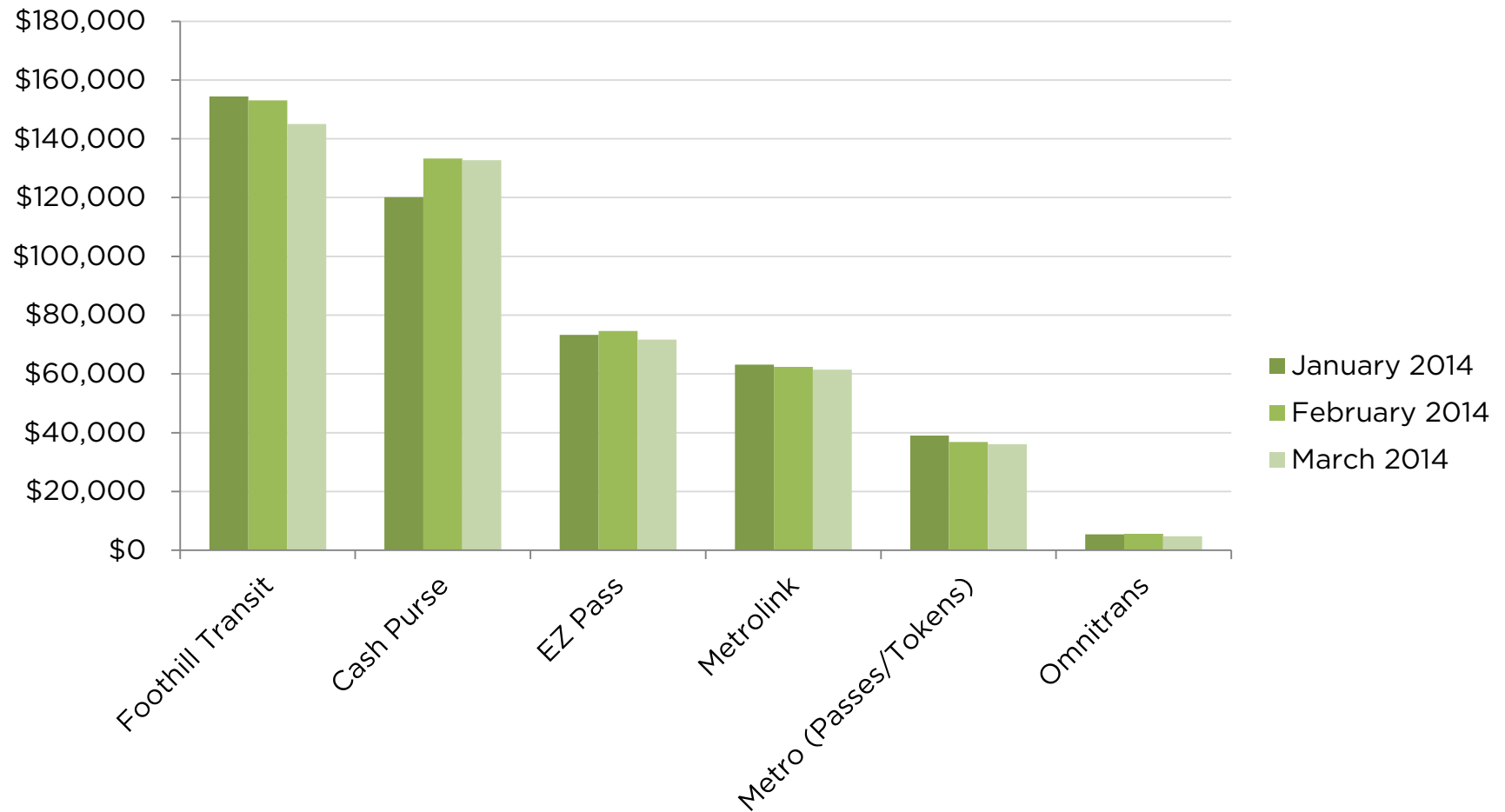
Doran J. Barnes  
Executive Director

Attachments

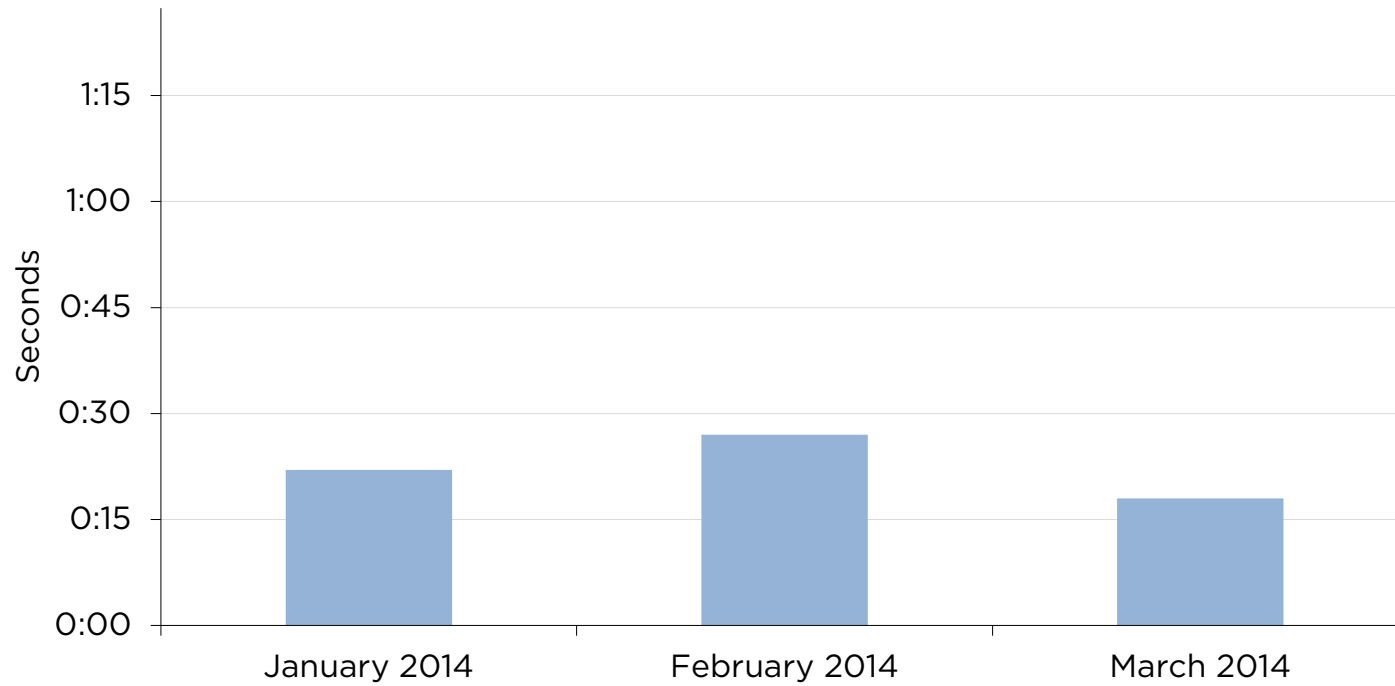
## Transit Store Quarterly Report FY 14 Sales Trend by Store



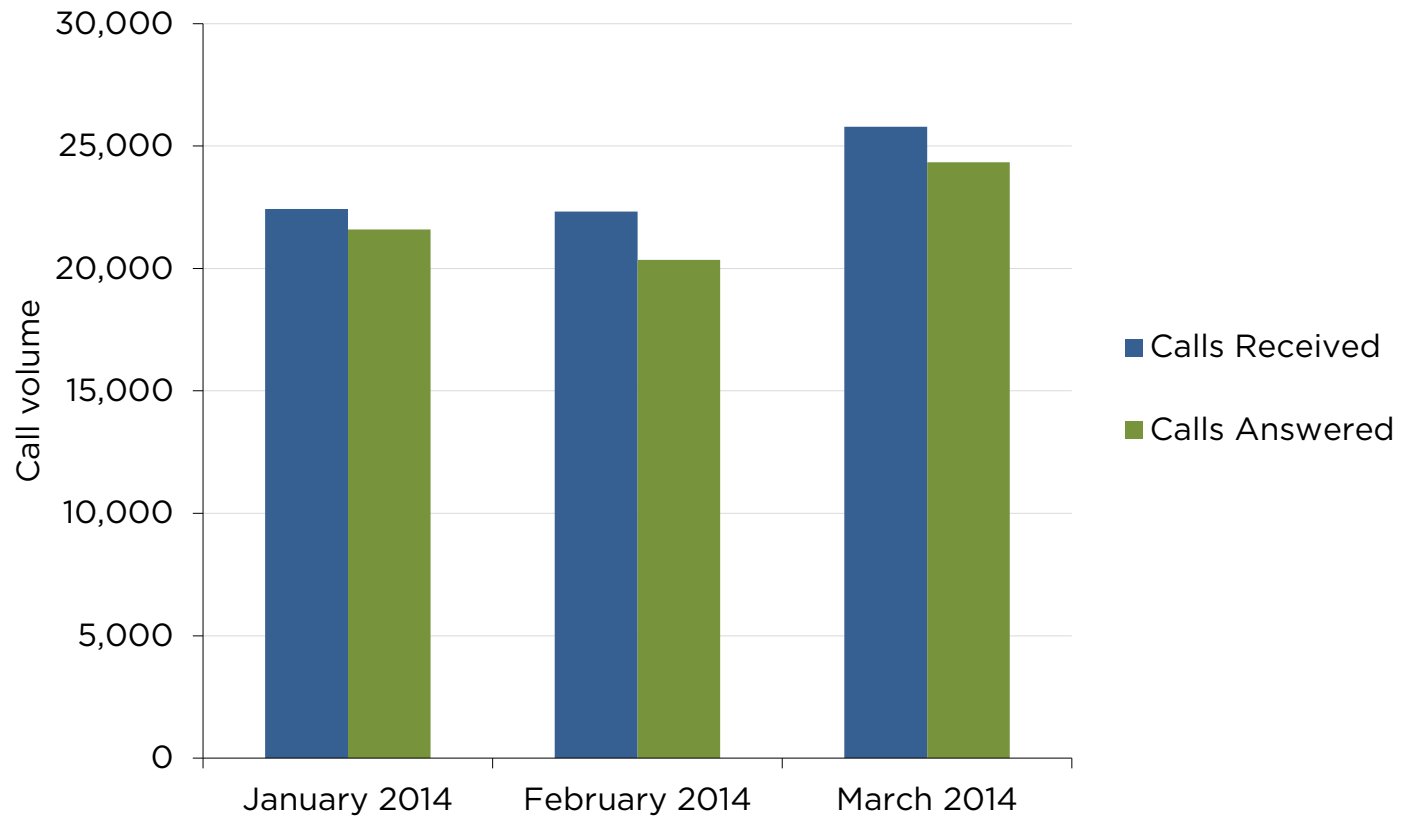
## Transit Store Quarterly Report FY 14 Sales Trends by Product



## Transit Store Quarterly Report FY 14 Average Hold Time (Time to Answer)



## Transit *Store* Quarterly Report FY 14 Total Calls Answered



## Transit Store Quarterly Report FY 14 Total Walk-in Traffic

